

**Abstract**

A method for gathering marketing information from a player including transmitting a marketing question to a player proximate in space to a compensation dispensing machine, receiving a response to the marketing question from the player, and transmitting a signal to the compensation dispensing machine providing compensation to the player. The signal can be transmitted proximate in time to receiving the response. Alternatively, the method for gathering marketing information from a player can include transmitting a marketing question to a player, receiving a response to the marketing question from the player, and transmitting a signal causing a compensation dispensing machine to provide compensation to the player at a time proximate to receipt of the response. The compensation dispensing machine can be proximate in space to the player.